

# retail advertising



## WEEKLY PRIME POSITIONS

	includes 5,000 digital impressions	includes 7,500 digital impressions	includes 12,000 digital impressions
flat rates	<u>OPEN</u>	<u>13x</u>	<u>26x</u>
Business Page Strip 6x1.5 Tues-Sat B&W	\$200.00	\$150.00	\$100.00
Tuesday Food Page Strip 6x1.5 B&W	\$200.00	\$150.00	\$100.00
Wednesday Health Page Strip 6x1.5 B&W	\$200.00	\$150.00	\$100.00
Friday History Page Strip 6x1.5 B&W	\$200.00	\$150.00	\$100.00
Friday Where's Herald? 6x1.5 B&W	\$200.00	\$150.00	\$100.00
Lifestyles Page 6x2 Full color	\$200.00	\$150.00	\$100.00
Daily Classified			
Sudoku Sponsorship 2x2 B&W	\$75.00	\$55.00	\$45.00
Classified Banner Strip 2x2 B&W	\$75.00	\$55.00	\$45.00
River View Marketplace - Wednesdays			
Front Page 5x6.5 Full Color	\$300.00	\$250.00	\$200.00
Back Page Full 5x10 Full Color	\$400.00	\$300.00	\$250.00

digital impressions per month, 25% pick-up discount on 2nd insertion within 7 days except Weekend, 50% pick-up discount on 3-7 insertion within 7 days except Weekend, 50% pick-up discount on Monday or Tuesday within 7 days, Pick-up ads do not include additional impressions, Additional impressions can be added at \$12/M

<u>COLOR</u>	<u>DAILY</u>	<u>WEEKEND</u>
Process Color	\$5.80 pci	\$6.40 pci

